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General Trade Edition

DIG & DUNG

WITH 1956 PRICES

Sales and Service Bulletin



BLUE LABEL DAHLIAS

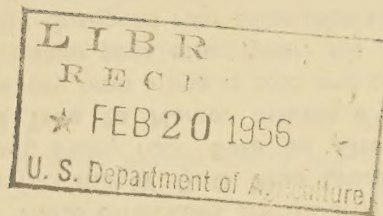


Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.

Wayland, Mich., U.S.A.



Attention Buyer or Advertising Manager

General Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive that cannot, by well digging and dunging, be made fertile and prolific. —Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 23

WAYLAND, MICHIGAN U.S.A., SEASON OF 1956

NO. 1

DAHLIAS FOR FIFTY-SIX

Those who followed the offerings of dahlia roots through the classified advertising columns of the leading florist's papers undoubtedly noticed that an unusually large number of dahlia growers were offering roots of nearly all varieties in large quantities much later in the season than in previous years. This could mean only one of two things, either crops had been unusually large or sales unusually small, leaving such surpluses in the grower's hands so late in the season. In either event it is quite reasonable to believe that there was quite a large dump of roots or very late planting, which would be likely to mean either a short crop or a lot of immature roots for this year's harvest.

We have been growing dahlias for so many years that we have a pretty well established trade for the larger part of our crop. New customers are being added to our list every year and as a result we are usually able to place all of our saleable stock in time to get our planting started early (by May 1st) giving us a long growing season and plenty of time for plants to mature their roots completely. Such roots keep perfectly in storage all winter and spring without rotting or shriveling and they always give you a perfect plant with a profusion of beautiful flowers.

We wish you could visit us this fall and take a trip through our gardens. Here you would see, not just a few plants of each of a number of varieties as you would find in most dahlia gardens, but whole fields devoted to nothing but dahlias—large mass plantings of thousands of plants of each of the leading varieties—all under the very highest state of cultivation possible and offering an inspiration to almost any man who likes to see things grow and grow right. We should also

like to have you go through our storage cellars. Here we have absolutely fireproof and frostproof storage built especially for dahlias and with a capacity of 3,000,000 roots each season. We believe after such a visit to our place you would be convinced that your chance of getting the best stock available is really greater when you deal with us than it would be were you to buy from some source where growing facilities are less complete.

Many of those who note the large investment we have made in our business often raise the question regarding the permanency and stability of the dahlia business and whether or not such a large investment is really practicable. I know that many horticultural lines are extremely faddy. Not many years ago the rock gardens were in everybody's mind and all the members of the trade were featuring rock garden plants. Today you hardly ever hear the rock garden mentioned. Perennials, iris, mums, peonies and similar plants seem to be popular one year and perhaps away off the next. I do not think this condition exists in either the gladiolus or dahlia field. People buy these plants this spring, raise them during the summer, and next spring they are in the market for more of them. They do not carry them over, either because they cannot keep them through the winter well or because they want new and different varieties. That is why our business has been growing steadily since it was founded 30 years ago. People like the glad for cutting purposes but you only get one bloom per plant whereas with dahlias you can cut and come again all through the fall season and growers find them much more satisfactory than any other flower grown because

without question the dahlia is the most responsive of all flowering plants. You can take the same variety in the hands of several growers and the difference in size and color and quantity of bloom is so much greater with the different growers that the really good grower always outclasses the poorer grower to such an extent that he can always pat himself on the back — and who is there among us that doesn't like to brag a little. It is for this very reason that we believe the dahlia will become more popular every year so long as they are available to the public at such reasonable prices as now prevail.

As I look back over the years since we started our business I cannot help but recall the many, many varieties of dahlias which we first offered to the wholesale trade and which are still today among the most popular varieties grown. THE COMMODORE was first propagated in a large way by Lloyd Hook of the Oakleigh Gardens and through a special deal we were able to offer the variety to the wholesale trade. The first of the large catalog houses to list the variety was the Inter-State Nurseries; and today this variety is probably the most widely grown of all the large yellow dahlias. RED CHIEF, which was originated by a grower in Wisconsin and first brought to our attention by Mr. Rip-pin of Sears, Roebuck and Co. was introduced by us and also first offered to the general public by Inter-State Nurseries. We have sold this variety to growers in every state in the union and all our possessions by the hundreds of thousands. In fact, it is probably the most widely grown dahlia in the world and without question is the very best red ball

(Continued on next page)

DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS
Wayland, Michigan
E. R. & H. M. Ryno, Props.
SEASON OF 1956

(Continued from page one)
dahlia ever offered. MONARCH OF THE EAST was originated by Almy (the originator of Lord of Autumn) whose original planting stock was traded to J. D. Long of Boulder, Colorado and shipped direct to us to be propagated on a share basis for Mr. Long, who was the first to offer the variety through his catalog. We grow this variety by the thousands and it is generally considered as the finest and largest bronze dahlia known. The SPY was originated by Mr. J. K. Alexander who sold me his stock when he was 78 years old. This was first listed by Mr. Condon, Jr. of R. H. Shumway Seedsman and is regarded today as the finest red pompon ever produced.

We could go on with a number of others of the leading dahlias which live because of us but these few varieties will give you some idea of the extent of our operations and the efforts we have been making during the years past to present dahlias of real merit and enduring popularity.

FOR MAIL ORDER TRADE

Since our business was started in 1925 we have made a specialty of dahlias for the mail order trade; and every year we supply, either directly or indirectly, nearly all the great seedsmen, nurserymen and mail order houses in the great midwest as well as many of those near both the Atlantic and Pacific coasts. To meet the requirements of this trade it has been necessary for us to keep our list thoroughly up to date adding all the better varieties as soon as they were introduced, keeping our prices as low as possible to enable our dealers to offer these newer and better varieties at popular prices, and maintaining a uniform high standard of quality which would insure complete satisfaction among our dealer's customers.

At the start of this business dahlias were a rather unimportant item in most of the catalogs and entirely omitted from many of them. Seldom did you see more than three or four of the older varieties listed or more than an eighth of a page devoted to them. Now after more than 25 years dahlias have become one of the leading features in nearly every catalog with many varieties listed, some of them illustrated in full color and others in black and white. The sales have been increasing and profits are

as large as on any other item in the catalog.

We feel that our efforts are at least to some extent responsible for much of this development and we also believe that the fact that we have served so many of these customers year after year for so many years should be a pretty good indication of the character of our stock and service for this particular line of trade.

If you sell your goods by mail and issue a catalog, our long experience in this particular line of work might be of considerable value to you; and, of course, such information as we are able to give you is available without cost to you.

For Advertising And Bargain Offers

We are probably the only grower in the country who is in a position to supply dahlias in quantities running up into the thousands or hundreds of thousands of roots for use as special advertising or premium offers and we have complete facilities for direct mailing of such offers when desired. If you are interested in this particular kind of a deal we shall be glad to quote on your specification.

FOR JOBBERS' TRADE

We are supplying many of the largest jobbers with roots which are suitable for packaging and selling through the retail trade. It is impossible for us to cut our prices on such stock in regular named varieties but by offering our assorted large flowering varieties under definite colors we have been able to meet the requirements of this trade to their complete satisfaction.

The colors we are offering for this particular trade are those most in demand and we can assure our customers of really wonderful values on this particular item at a uniform price of 6c per root, customers selection of color. No orders for less than 1,000 roots will be accepted at this price.

Wrapped Dahlias For Counter Trade

This is another item in our list which has proved to be a very good seller and we think it will be found far more satisfactory to the dealer than bulk roots which deteriorate much more noticeably when placed in open air and light than they do when each root is wrapped and labeled. These roots will come in very fine varieties which should sell readily at 25c, 35c and 50c each and they cost you only 10c each which leaves a handsome profit even at the lowest price. See page 6.

Boxed Dahlias For Counter Trade

Modern methods of merchandising, such as the Super-market, Serve-self stores, etc., are creating a remarkable demand for nearly all horticultural products in packages which will sell on sight depending largely on the use of color on the package to take the place of a personal salesman. To meet the demand of this particular class of trade we are offering a complete line of Boxed Dahlias comprising collections of many varieties at prices ranging from 30c to \$1.00 per box for the collections which normally retail from 89c to \$3.75 per box. These packages are under special four color labels and sell readily at sight and the margin of profit on each sale is as great as offered by any line of goods on the market.

We are offering a number of ready made collections this year and in case orders are of sufficient size we can make up special collections giving you such varieties as you may desire in almost any price range. This special service will be of interest to many of our jobber customers who may wish to have their own special collections made up to sell at their own prices to their particular customers.

Collections And Units

We have always believed strongly in offering dahlias in collections at a special price per collection as well as by listing them individually and selling by the single root. This gives the customer a perfectly balanced selection of types or colors and at the same time saves considerably on the cost of packaging and mailing.

There are really seven different shades of color among dahlias, as follows:—Red, Pink, Yellow, White, Lavender or Purple, Buff or Orange and Bi-color. In offering collections of dahlias these colors should be carefully blended and each collection should be made up about as follows:

Collection of three roots — Red, Pink and Yellow.

Collection of four roots — Red, Pink, Yellow and White.

Collection of five roots — Red, Pink, Yellow, White and Lavender or Purple.

Collection of six roots—Red, Pink, Yellow, White, Lavender or Purple and Buff or Orange.

Collection of seven roots — All seven colors or shades.

Offered in such collections a minimum price of \$1.00 is possible and larger collections and better varieties can be sold at higher prices, ranging up to \$5.00 or more and yet without being much out of line with prices such as are almost always charged by the leading growers.

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders. Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. When we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up—labor, paper, boxes and packing material, fuel, taxes, etc.—it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWER'S PRICES FOR 1956

This stock is all produced on the American farms of the world's largest dahlia grower. Every root can be depended upon to be Sure to Grow, Free from Disease, True to Name. No imported bulbs in our stock and absolutely no varieties which have not been thoroughly tested and proved in actual field culture.

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 5c per root to cover additional cost of labeling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc.,—except where roots are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 5c Each

Dahlias in this group should retail at 6 for \$1.

MIXED—Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, 5 x 6 x 2½ inches, at 5c per box extra.

At 6c Each

Dahlias in this group should retail at 4 for \$1.

MIXED BY COLOR—This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White, Lavender and Orange.

At 7c Each

Dahlias in this group should retail at 25c each.

Geisha (A) Yellow and red
Queen Wilhelmina (A) Pure white
A. D. Livoni (B) Pink
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Glory de France (B) Yellow and red
Mrs. C. D. Anderson (B) Crimson mauve
Orange Ball (B) Orange
Red Chief (B) Bright red
Storm King (B) White
Stradella (B) Rose Purple
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bertha Horne (C) Bronzy yellow
Celia (C) Lavender pink
Libelle (C) Royal purple
Countess of Pembroke (D) Lavender
Darlene (D) Shell pink
Doazon (BIG GUS) (D) Orange scarlet

Dr. Tevis (D) Salmon pink
Yellow Colosse (D) Yellow

At 8c Each

Dahlias in this group should retail at 35c each.

Cleopatra (A) Golden buff
Diana (A) Scarlet. This is the true Marean Diana.
Rosalia Styles (A) Pink
White Cap (A) White
Etenard de Lyon (C) Lavender
Aida (D) Maroon
Avalon (D) Yellow
Barbara Redfern (D) Large gold and rose
D. M. Moore (D) Maroon, almost black
Ellenor VanderVeer (D) Glowing rose pink
Gallant Fox (D) Red
Harry Mayer (or Blue Moon) (D) Pale roselyn purple
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Golden buff
Margaret Woodrow Wilson (D) Creamy white
suffused pink

Mina Burgle (D) Red
 Oyster Bay Beauty (D) Large oxblood red
 Rosa Nell (D) Deep rose pink
 Rose Glory (D) Rose Lavender. Fine cut flower.
 Sanhican's Bluebird (D) Large Bluish
 Sanhican's Monarch (D) Large Tyrian rose center,
 lighter tips
 Silver Sheen (D) Lavender
 Texas (D) Orchid
 The Commodore (D) Most dependable giant yellow
 informal
 White President (D) White

At 10c Each

Dahlias in this group should retail at 50c each.

Charlotte Caldwell (B) Large orange
 City of Cleveland (D) Huge orange suffused red
 Charlotte Alexander (D) White tipped rose pink
 Commando (D) Large lavender
 Francis Larocco (D) Creamy yellow
 Hillcrest Mandarin (D) Large red and yellow
 Gertrude Brinton (D) Bright red
 Marshall's Pink (D) Light pink. Fine cut flower
 Mrs. I. de Ver Warner (D) Orchid Lavender
 Nanaquaket (D) Large pink
 Penn Charter (D) Huge buff tinted apricot
 Rose Fallon (D) Giant old gold
 Zadig (D) Golden buff. Better than Sagamore.

At 12c Each

Dahlias in this group should retail at 50c each.

Blue River (D) Huge bluish
 Catherine Wilcox (D) White tipped pink
 Eleanor Radell (D) Rose pink. Fine cut flower
 Jane Cowl (D) Bronzy buff and salmon
 Josephine G. (D) Pink
 Kemp's White Wonder (D) Large white
 King Alfred (D) Red with light reverse
 Mrs. Geo. Le Boutillier (D) Finest large red
 Omar Khayyam (D) Large red and orange
 Oriental Glory (D) Cadmium orange
 Patrick O'Mara (D) Golden buff
 Pride of Stratford (D) Large reddish orange
 Prince of Persia (D) Large red
 Purple Manitou (D) Purple
 Sharazad (D) Huge pink
 Snowdrift (D) White
 W. H. T. (D) Old rose
 Wm. H. Hogan (D) Large red and white bi-color
 Wenning's White (D) White

At 15c Each

Dahlias in this group should retail at 50c to 75c each.

Perle de Lyon (C) White. Medium size
 Arcturus (D) Scarlet and gold
 Betty Zane (Pink Favorite) (D) Large pink
 California Idol (D) Finest large light yellow
 Daddy Kemp (D) Huge reddish purple
 Delwood's Glorious (D) Deep pink
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING
 and HEDGING DAHLIA) (D) Brilliant red

George A. Relyea (D) Orange tipped white
 Girl of Hillcrest (D) Golden Buff
 Incandescent (D) Bronzy yellow and pink. Good
 cut flower
 Jersey's Sovereign (D) Salmon orange
 Jimmy Foxx (D) Henna
 Kilgore's King (D) Large yellow shaded pink
 Montebello (D) Violet crimson
 Mrs. Thomas Edison (D) Rich red with lighter reverse
 Red Sunset (D) Bright red
 Robert Scott (D) Autumn shade
 Sherwood's Peach (D) Giant bright salmon buff
 Wm. G. Wyllie (D) Large yellow, buff and pink

At 20c Each

Dahlias in this group should retail at 50c to 75c each.

Daughter of Venus (C) Lavender
 Gov. Heil (C) Orange
 Jersey's Melody (C) Pink and yellow
 Osa Helen (C) Huge American Beauty red
 Son of Satan (C) Large scarlet
 Alice May (D) Fine large white
 Carl Dahl (D) Large apricot and pink
 Col. Lewis (D) Large dark pink
 D'Arcy Sainsbury (D) Large white
 Detroit (D) Rich red
 Dorothy Ward (D) Large lavender
 Eva Martin (D) Pink
 Forest Fire (D) Yellow overlaid red
 Glamour (D) Huge purple
 Kilgore's Purple (D) Purple
 Kindig's Purple (D) Large purple
 Link's Gorgeous (D) Yellow overlaid pink
 Miss Oakland (D) Large pure white
 Monarch of the East (D) Huge golden buff
 Mrs. W. Keene (D) Yellow
 Ogden Reid (D) Huge informal pink
 Pink Profusion (D) Pink
 Sanhican's Princess (D) Salmon pink. Fine cut flower
 Thomas A. Edison (D) Royal purple
 Twilight (D) Pinkish lavender
 Zant's Pink (D) Dark pink
 Zant's Purple Beauty (D) Fine large purple
 Zant's White (D) White

At 25c Each

Dahlias in this group should retail at \$1 each.

Confucius (D) Chinese red
 Dorothy Tooker (D) Mammoth informal white
 suffused pink
 Everybody's Favorite (D) Orchid lavender
 Florist's Beauty (D) Medium size red tipped white
 Fine cut flower
 Kemp's Glamorous (D) Large yellow and pink
 Kemp's Great Eastern (D) Huge orange gold
 Kemp's Monarch (D) Reddish orange
 Premier's Winsome (D) Huge light pink
 Treva Tobin (D) Huge lavender
 Victory (D) Large Salmon pink

SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

Pompons At 10c Each

Dahlias in this group should retail at
25c to 35c each.

Amber Queen (P) Apricot and amber
Bobby (P) Plum
Cardinal (P) Red
Darksome (P) Maroon
Edith Mueller (P) Gold edged orange
Gertrude (P) Dark red
Jill (P) Buff
Johnny (P) Red
Jonkheer C. Van Sitters (P) Yellow tipped orange
Laurie (P) Creamy white
Rosalie (P) White suffused pansy purple
Spy (P) Bright red
Sunbeam (P) Red with yellow base
Yellow Gem (P) Yellow

Miniatures At 10c Each

Dahlias in this group should retail at
25c to 35c each.

Baby Royal (M) Salmon pink
Blue Eyes (M) Bluish
Corinna (M) Deep yellow
Diana Jean (M) Light yellow
Fairy (M) Tiny Jersey's Beauty pink
Grace O'Neil (M) Pink tipped white
Ike (M) Red
Orchid Lady (M) Orchid lavender
Princess Alba (M) White
Teddy Johnson (M) White and lavender
White Fawn (M) White

Mixed Pompons and Miniatures At 7c Each

Dahlias in this group should retail at 25c each.

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

Wrapped Dahlias

1956 ASSORTMENT

FOR COUNTER TRADE

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled with our regular Blue Labels (Order 1956 Assortment) \$10.00.

This will include large size colored posters and streamers which will practically sell these dahlias without effort on your part. Order several collections to be sure you have enough to supply all your customers.

Get Your Reservation Order In Now

Stock to be Shipped When Needed

Why not order one (or more) of these collections and a case of each one of our boxed dahlias described on the next page so you will have a complete line to meet the demands of all classes of trade? The total cost would be only \$58.60 (for a total of 568 roots) and your profit would be more than 100% on the lot.

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. and H. M. Ryno, Props.

WAYLAND

Phone PYramid 2-2184

MICHIGAN

BOXED DAHLIAS For Counter Trade



Our line of Boxed Blue Label Dahlias is very complete and should provide a list of types, colors and varieties which will enable you to meet the demands of all classes of customers, from those who want the lowest prices to those who want only the very largest and finest dahlias to be had. These collections are usually different each year and the fact that **W D G Blue Label Dahlias** are fully guaranteed, every root **Sure to Grow, Free from Disease and True to Name**, insures a perfectly satisfied customer every time a box is sold and continued and increasing patronage year after year. All of these boxes have specially designed four color labels and will sell readily without any sales effort on the part of the dealer. We suggest that you place your order for several of the Series because many customers will want a box or more from each Series once they see the packages. Orders should be placed early and shipping date should be specified so you may have the goods to place on sale not more than a week or two before planting time which is a week or two before your last killing frost.

SERIES A—6 roots of large flowering dahlias, assorted types and colors, varieties not indicated on label and roots not separately wrapped. Packed in box with 4-color label. Price to you 30c per box (\$3.60 per case). Should sell readily at \$1.00 per box.

SERIES B—6 roots of Beautiful Dahlias, varieties indicated on label, 1 Art-type, 1 Ball-type, 1 Cactus-type and 3 Decorative type, each root wrapped and labeled individually. Price to you 50c per box (\$6.00 per case). Should sell readily at up to \$1.50 per box.

SERIES E-1—6 roots of Exhibition Dahlias, all large decorative type, standard varieties indicated on box, each root wrapped and labeled individually. Price to you 60c per box (\$7.20 per case). Should sell readily at \$2.00 per box.

SERIES E-2—6 roots of Exhibition Dahlias, all newer dinner plate size varieties indicated on box, each root wrapped and labeled individually. Price to you 75c per box (\$9.00 per case). Should sell readily at \$2.50 per box.

SERIES H.R.—5 roots of the finest Honor Roll dahlias, varieties indicated on box, each root wrapped and labeled individually. Price to you \$1.00 per box (\$12.00 per case). Should sell readily at \$3.75 per box.

SERIES G—4 giant dahlias, dinner plate size varieties indicated on box but not wrapped and labeled individually. Price to you 50c per box (\$6.00 per case). Should sell readily at \$1.50 per box.

SERIES BALL—6 ball-type dahlias, varieties indicated on box but roots not wrapped and labeled individually. Price to you 40c per box (\$4.80 per case). Should sell readily at \$1.50 per box.

ALL BOXED DAHLIAS are packed in cases of 12 boxes only. Please do not ask us to break cases.

To make your line complete you should order with Boxed Dahlias the 1956 Assortment of Wrapped Dahlias for Counter Trade described on the preceding page. This will enable you to supply single tubers where they are desired without having to break the collections in the boxes.

A FULL SET OF COLORED ADVERTISING POSTERS—quarter-sheet, half-sheet, and full-sheet sizes—included with each order.

Wayland Dahlia Gardens Phone PY 2-2184 Wayland, Michigan

Get Your Reservation Order in Early

With more than 80 acres planted to dahlias this year, we should be in a position to furnish nearly all of the leading varieties in any quantity desired. Prices are based on actual cost of production, using the most modern equipment, and facilities for rendering prompt and satisfactory service to customers are in keeping with our modern American ideas of mass production and distribution. We are already booking orders for 1956 shipment and since we require no deposit with your order we urge that you look over our price list carefully as soon as you receive this bulletin and forward us your Reservation Order without delay. This will insure your getting the finest American grown dahlias, produced on the American farms of the world's largest dahlia grower. Don't mislay this price list or put off making your estimate of your next spring's requirements. Make your selection while dahlias are in bloom which is from September 1st until frost.

WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

WAYLAND

PHONE PYramid 2-2184

MICHIGAN

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C. O. D. Parties whose credit is approved may order roots shipped any time after November 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan